

Hang Lung Properties' flagship mixed-use development and a leading luxury landmark in Shanghai and the Chinese Mainland

Located on the premier section of West Nanjing Road in Shanghai's Jing'an central business district, Plaza 66 has deep roots in Shanghai's commercial landscape. Since opening in 2001, it has played a defining role in shaping the city's luxury narrative, bringing together world-renowned brands, premium office space and curated lifestyle experiences in a landmark mixed-use development. Today, Plaza 66 continues to evolve beyond traditional luxury retail, integrating shopping, dining, culture and community to create a dynamic luxury lifestyle ecosystem.

Key Highlights:

- **Flagship luxury landmark**: Hang Lung Properties' flagship asset in the Chinese Mainland and one of Shanghai's most established luxury destinations, with more than two decades of market leadership on West Nanjing Road.
- **Luxury lifestyle ecosystem**: Home to over 150 brands, anchored by flagship maisons and complemented by premium dining, art, curated member experiences and personalized hospitality that extend far beyond retail.
- **Continuous evolution**: A major enhancement of the destination experience through the "Hang Lung V.3" strategy, highlighted by the Pavilion Expansion opening in 2026, with 27 new brands alongside expanded lifestyle, dining and experiential offerings.
- **Placemaking and community**: Purpose-built cultural and public spaces, including the Art Pavilion, Roof Garden and open-air community areas, create new opportunities for exhibitions, events, leisure and community engagement.

HANG LUNG PROPERTIES

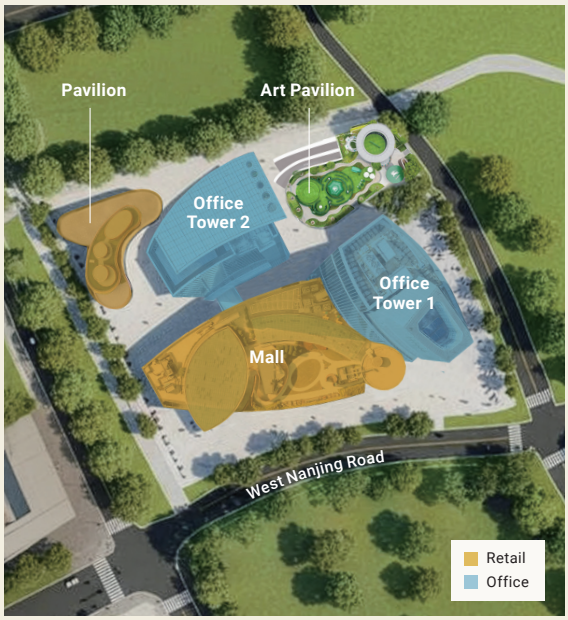
Address

1266 West Nanjing Road, Jing'an District, Shanghai

Gross Floor Area (GFA) (sq. m.)

	Phase 1 (Mall and Office Tower 1)	Phase 2 (Office Tower 2)	Phase 3 (Pavilion Expansion)	Total
Retail	53,700	–	~4,300	~58,000
Office	~85,000	~75,000	–	~160,000
Public Space	–	–	~3,850*	~3,850
Total	**~213,700**		**~8,150**	**~221,850**

* including the 645 sq. m. Art Pavilion





Mall

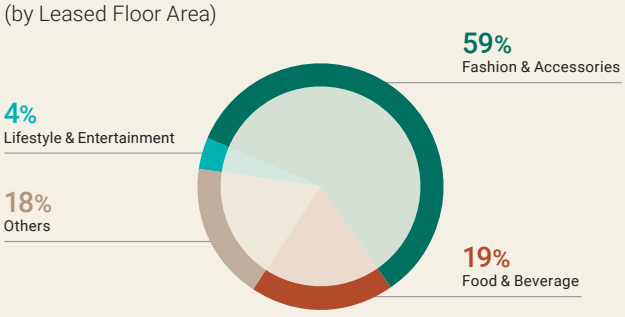
Plaza 66 is one of the Chinese Mainland's leading luxury retail destinations and Hang Lung Properties' highest-revenue mall on the Chinese Mainland for eight consecutive years. Maintaining a 98% occupancy rate as of June 2026, it is home to more than 150 leading brands such as Hermès, Louis Vuitton, Chanel, Dior, Cartier, Rolex, Gucci, Saint Laurent, Prada, Tiffany & Co., BVLGARI and CELINE, while Hermès and Dior have expanded their duplex and four-story flagship stores, respectively.

It also houses more than 40 first-in-market stores, including 22 introduced in 2026. Recent additions include the world's first HUAWEI's store to feature the brand's latest premium concept, La Sirene's first store in Asia, Borsalino's first official boutique in Greater China, and Messika's first new-concept store in Greater China, underscoring its continued appeal to leading international brands and its ability to bring new concepts to the Shanghai market.

Ongoing brand-mix and asset enhancements have sustained this position. Following a major asset enhancement initiative completed in 2017, the latest Pavilion Expansion features 27 new brands, including first-in-market and concept stores. Together, these upgrades continue to strengthen Plaza 66's brand mix and broaden its retail, dining and experiential offerings.

Retail Segment Distribution

(by Leased Floor Area)



BRANDS

150+ including the Pavilion.

DINING

34, including 16 new restaurants added in 2026, ranging from Michelin-starred establishments to Shanghai first-to-market concepts.

VIC LOUNGE

Expanded to **724 sq. m.** with outdoor space on Level 5, the VIC Lounge is scheduled to open in Q1 2027, enhancing brand experiences, bespoke hospitality and Plaza 66's positioning as a diverse lifestyle partner.



Placemaking and Community Spaces

Extending beyond retail, Plaza 66 introduces new spaces for cultural programming, leisure, community engagement and brand activations. In addition, the Art Pavilion, Roof Garden and public spaces broaden the range of experiences available to visitors and support Plaza 66's continued evolution as a luxury lifestyle destination.

ART PAVILION

645 sq. m. near the intersection of Nanyang Road and North Shaanxi Road, an open-air landscaped sanctuary designed for leisure and community engagement.

ROOF GARDEN

1,080 sq. m. on Level 6, an urban resort-inspired placemaking venue opening from Q4 2026.



Office Towers

The two Grade A office towers rise 66 and 48 storeys and accommodate around 100 multinational corporations and leading domestic enterprises, including Fortune Global 500 companies across the consumer goods, professional services and financial sectors.

Their prime location on West Nanjing Road, premium office specifications and integrated luxury-retail environment have helped make Plaza 66 a preferred business address in Shanghai. In 2021, Plaza 66 became the first project in downtown Shanghai whose tenants generated more than RMB10 billion in annual tax revenue.

Sustainability

The Pavilion Expansion is the first commercial real estate project on the Chinese Mainland to use lower-emissions steel for nearly all its above-ground structural plates and reinforcing bars. This reduces embodied carbon from the project's steel by 35% compared with conventional alternatives.

Since April 2024, Plaza 66 has met 100% of its electricity needs with renewable energy, covering both landlord and tenant consumption. This complements the Pavilion Expansion's use of lower-emissions steel, addressing operational emissions as well as embodied carbon.



Awards & Recognition

LEED V4.0 Existing Building
Operations and Maintenance, Platinum certification, U.S. Green Building Council, 2022

WELL V2 Core
Platinum certification International WELL Building Institute, 2022

MIPIM Asia Awards 2007
Business Centres Certificate

NYACE Engineering Excellence Award 2002
The New York Association of Consulting Engineers

Roger H. Corbetta Awards Program 2000
Award of Merit for Out of Area Project, The Concrete Industry Board

Development Timeline

2001
Phase 1 opening (Mall and Office Tower 1)

2006
Phase 2 opening (Office Tower 2)

2017
Phase 1 Asset Enhancement Initiative completion

2018
Phase 2 Asset Enhancement Initiative completion

2026
Phase 3 Pavilion Expansion and Roof Garden opening

2027
VIC Lounge expansion completion